

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID  
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
 BEVERLY, MA 01915  
 ORDER # \_\_\_\_\_ CONTRACT # 6320038 CLASS: NATL. LOCAL REGIONAL  
 PRODT ROMNEY FOR PRESIDENT EST#95 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP19/12 SEP25/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP18/12 12.54

REP: REVISION  
 RATE AND TIME PERIOD CHNAGE LN 23  
 LN'S 34,38,40-41 RATE CHANGE  
 NEW TTL \$143,300  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 95

|                            |  |  |               |    |  |            |      |      |   |  |     |   |
|----------------------------|--|--|---------------|----|--|------------|------|------|---|--|-----|---|
| 32                         |  |  | RT 800P-1100P | 30 |  | \$1,350.00 | 9/22 | 9/22 | 3 |  | SAT | 3 |
| PROGRAM : COLLEGE FOOTBALL |  |  |               |    |  |            |      |      |   |  |     |   |
| CON COM1: COLLEGE FOOTBALL |  |  |               |    |  |            |      |      |   |  |     |   |
| 34                         |  |  | R 630P-700P   | 30 |  | \$5,000.00 | 9/22 | 9/22 | 1 |  | SAT | 1 |
| PROGRAM : SAT 630P NEWS    |  |  |               |    |  |            |      |      |   |  |     |   |
| CON COM1: SAT 630P NEWS    |  |  |               |    |  |            |      |      |   |  |     |   |

MA: 1650  
 8/21/12

REP HEADLINE# 6320038  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP18/12 12.54  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

| LINE#                           | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 38                              | R   |    | 1000A-1100A | 30   |     | \$5,000.00 | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : MEET PRESS            |     |    |             |      |     |            |            |          |          |           |      |           |
| CON COM1: MEET PRESS            |     |    |             |      |     |            |            |          |          |           |      |           |
| 40                              | R   |    | 630P-700P   | 30   |     | \$5,000.00 | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : SUN 630P NEWS         |     |    |             |      |     |            |            |          |          |           |      |           |
| CON COM1: SUN 630P NEWS         |     |    |             |      |     |            |            |          |          |           |      |           |
| 41                              | R   |    | 700P-815P   | 30   |     | \$3,400.00 | 9/23       | 9/23     | 2        |           | SUN  | 2         |
| PROGRAM : FTBL NIGHT IN AMERICA |     |    |             |      |     |            |            |          |          |           |      |           |
| CON COM1: FTBL NIGHT IN AMERICA |     |    |             |      |     |            |            |          |          |           |      |           |
| SEP/12                          |     |    | 143300.00   |      |     |            |            |          |          |           |      |           |
| CONTRACT TOTAL                  |     |    |             |      |     |            |            |          |          |           |      | 143300.00 |
| TOTAL SPOTS                     |     |    |             |      |     |            |            |          |          |           |      | 120       |

MARKET TOTALS \$645,940 WFLA 20% WFTS 15% WTSP 34% WTVT 20% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

SEP17/12 19.24  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

DATE SEP17/12 19.24

23

| LINE#   | REP | CD | TIME PERIOD | LGTH | SEC | RATE     | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| AGENCY ADVERTISER CODE =<br>AGENCY PRODUCT CODE =<br>AGENCY EST# = 95 |     |    |             |      |     |          |            |          |          |           |      |           |
| 1   |     |    | 600A-700A   | 30   |     | \$700.00 | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| PROGRAM : 6A NEWS<br>CON COM1 : 6A NEWS                               |     |    |             |      |     |          |            |          |          |           |      |           |
| 2   |     |    | 600A-700A   | 30   |     | \$700.00 | 9/19       | 9/21     | 6        |           | W-F  | 6         |
| PROGRAM : 6A NEWS<br>CON COM1 : 6A NEWS                               |     |    |             |      |     |          |            |          |          |           |      |           |
| 3   |     |    | 700A-900A   | 30   |     | \$900.00 | 9/19       | 9/21     | 6        |           | W-F  | 6         |
| PROGRAM : TODAY SHOW<br>CON COM1 : TODAY SHOW                         |     |    |             |      |     |          |            |          |          |           |      |           |

REP HEADLINE# 6320038  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 19.24  
 \*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE     | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 4     |     |    | 700A-900A<br>PROGRAM : TODAY SHOW<br>CON COM1: TODAY SHOW               | 30   |     | \$900.00 | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| 5     |     |    | 900A-1000A<br>PROGRAM : TODAY SHOW 2<br>CON COM1: TODAY SHOW 2          | 30   |     | \$550.00 | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 6     |     |    | 900A-1000A<br>PROGRAM : TODAY SHOW 2<br>CON COM1: TODAY SHOW 2          | 30   |     | \$550.00 | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 7     |     |    | 1200N-100P<br>PROGRAM : TODAY SHOW 3<br>CON COM1: TODAY SHOW 3          | 30   |     | \$200.00 | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 8     |     |    | 1200N-100P<br>PROGRAM : TODAY SHOW 3<br>CON COM1: TODAY SHOW 3          | 30   |     | \$200.00 | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 9     |     |    | 100P-200P<br>PROGRAM : DAYS OF OUR LIVES<br>CON COM1: DAYS OF OUR LIVES | 30   |     | \$400.00 | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 10    |     |    | 100P-200P<br>PROGRAM : DAYS OF OUR LIVES<br>CON COM1: DAYS OF OUR LIVES | 30   |     | \$400.00 | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 11    |     |    | 200P-300P<br>PROGRAM : RACHAEL RAY<br>CON COM1: RACHAEL RAY             | 30   |     | \$250.00 | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 12    |     |    | 200P-300P<br>PROGRAM : RACHAEL RAY<br>CON COM1: RACHAEL RAY             | 30   |     | \$250.00 | 9/19       | 9/21     | 3        |           | W-F  | 3         |

REP HEADLINE# 6320038  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 19.24  
 \*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 13    |     |    | 300P-400P<br>PROGRAM : DOCTORS<br>CON COM1: DOCTORS     | 30   |     | \$450.00   | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 14    |     |    | 300P-400P<br>PROGRAM : DOCTORS<br>CON COM1: DOCTORS     | 30   |     | \$450.00   | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 15    |     |    | 500P-530P<br>PROGRAM : 5P NEWS<br>CON COM1: 5P NEWS     | 30   |     | \$900.00   | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 16    |     |    | 500P-530P<br>PROGRAM : 5P NEWS<br>CON COM1: 5P NEWS     | 30   |     | \$900.00   | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 17    |     |    | 530P-600P<br>PROGRAM : 530P NEWS<br>CON COM1: 530P NEWS | 30   |     | \$900.00   | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 18    |     |    | 530P-600P<br>PROGRAM : 530P NEWS<br>CON COM1: 530P NEWS | 30   |     | \$900.00   | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 19    |     |    | 600P-630P<br>PROGRAM : 6P NEWS<br>CON COM1: 6P NEWS     | 30   |     | \$1,200.00 | 9/19       | 9/21     | 6        |           | W-F  | 6         |
| 20    |     |    | 600P-630P<br>PROGRAM : 6P NEWS<br>CON COM1: 6P NEWS     | 30   |     | \$1,200.00 | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| 21    |     |    | 700P-730P<br>PROGRAM : 7P NEWS<br>CON COM1: 7P NEWS     | 30   |     | \$1,000.00 | 9/19       | 9/21     | 6        |           | W-F  | 6         |

REP HEADLINE# 6320038  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 19.24  
 \*\*\* WFLA-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 22    |     |    | 700P-730P<br>PROGRAM : 7P NEWS<br>CON COM1: 7P NEWS             | 30   |     | \$1,000.00 | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| 23    |     |    | 730P-800P<br>PROGRAM : ENT TONIGHT<br>CON COM1: ENT TONIGHT     | 30   |     | \$1,000.00 | 9/19       | 9/21     | 3        |           | W-F  | 3         |
| 24    |     |    | 730P-800P<br>PROGRAM : ENT TONIGHT<br>CON COM1: ENT TONIGHT     | 30   |     | \$1,000.00 | 9/24       | 9/25     | 2        |           | M-TU | 2         |
| 25    |     |    | 1100P-1130P<br>PROGRAM : 11P NEWS<br>CON COM1: 11P NEWS         | 30   |     | \$1,250.00 | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| 26    |     |    | 1100P-1130P<br>PROGRAM : 11P NEWS<br>CON COM1: 11P NEWS         | 30   |     | \$1,250.00 | 9/19       | 9/21     | 6        |           | W-F  | 6         |
| 27    |     |    | 1130P-1230A<br>PROGRAM : TONIGHT SHOW<br>CON COM1: TONIGHT SHOW | 30   |     | \$650.00   | 9/24       | 9/25     | 4        |           | M-TU | 4         |
| 28    |     |    | 1130P-1230A<br>PROGRAM : TONIGHT SHOW<br>CON COM1: TONIGHT SHOW | 30   |     | \$650.00   | 9/19       | 9/21     | 6        |           | W-F  | 6         |
| 29    |     |    | 1000P-1100P<br>PROGRAM : DATELINE<br>CON COM1: DATELINE         | 30   |     | \$3,000.00 | 9/21       | 9/21     | 1        |           | FRI  | 1         |
| 30    |     |    | 700A-900A<br>PROGRAM : SAT TODAY<br>CON COM1: SAT TODAY         | 30   |     | \$500.00   | 9/22       | 9/22     | 2        |           | SAT  | 2         |

REP HEADLINE# 6320038  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 19.24  
 \*\*\* WFLA-TV \*\*\*

| LINE#  | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 31   |     |    | 900A-1000A  | 30   |     | \$300.00   | 9/22       | 9/22     | 1        |           | SAT  | 1         |
| PROGRAM : SAT 9A NEWS<br>CON COM1: SAT 9A NEWS               |     |    |             |      |     |            |            |          |          |           |      |           |
| 32   |     |    | 330P-700P   | 30   |     | \$450.00   | 9/22       | 9/22     | 3        |           | SAT  | 3         |
| PROGRAM : COLLEGE FOOTBALL<br>CON COM1: COLLEGE FOOTBALL     |     |    |             |      |     |            |            |          |          |           |      |           |
| 33   |     |    | 600P-630P   | 30   |     | \$700.00   | 9/22       | 9/22     | 1        |           | SAT  | 1         |
| PROGRAM : SAT 6P NEWS<br>CON COM1: SAT 6P NEWS               |     |    |             |      |     |            |            |          |          |           |      |           |
| 34   |     |    | 630P-700P   | 30   |     | \$2,500.00 | 9/22       | 9/22     | 1        |           | SAT  | 1         |
| PROGRAM : SAT 630P NEWS<br>CON COM1: SAT 630P NEWS           |     |    |             |      |     |            |            |          |          |           |      |           |
| 35   |     |    | 700P-800P   | 30   |     | \$650.00   | 9/22       | 9/22     | 1        |           | SAT  | 1         |
| PROGRAM : ENT TONIGHT 60 SAT<br>CON COM1: ENT TONIGHT 60 SAT |     |    |             |      |     |            |            |          |          |           |      |           |
| 36   |     |    | 800A-900A   | 30   |     | \$500.00   | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : SUN TODAY NBC<br>CON COM1: SUN TODAY NBC           |     |    |             |      |     |            |            |          |          |           |      |           |
| 37   |     |    | 900A-1000A  | 30   |     | \$300.00   | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : SUN 9A NEWS<br>CON COM1: SUN 9A NEWS               |     |    |             |      |     |            |            |          |          |           |      |           |
| 38   |     |    | 1000A-1100A | 30   |     | \$1,400.00 | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : MEET PRESS<br>CON COM1: MEET PRESS                 |     |    |             |      |     |            |            |          |          |           |      |           |
| 39   |     |    | 600P-630P   | 30   |     | \$750.00   | 9/23       | 9/23     | 1        |           | SUN  | 1         |
| PROGRAM : SUN 6P NEWS<br>CON COM1: SUN 6P NEWS               |     |    |             |      |     |            |            |          |          |           |      |           |

*last 1?*

*1.5000*

*1st fall 15 drive*

*1 Ona*

REP HEADLINE# 6320038  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 19.24  
 \*\*\* WFLA-TV \*\*\*

| LINE#                    | REP | CD | TIME PERIOD                      | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--------------------------|-----|----|----------------------------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 40                       |     |    | 630P-700P                        | 30   |     | \$2,500.00 | 9/23       | 9/23     | 1        |           | SUN  | 1         |
|                          |     |    | PROGRAM : SUN 630P NEWS          |      |     |            |            |          |          |           |      |           |
|                          |     |    | CON COM1 : SUN 630P NEWS         |      |     |            |            |          |          |           |      |           |
| 41                       |     |    | 700P-815P                        | 30   |     | \$1,700.00 | 9/23       | 9/23     | 2        |           | SUN  | 2         |
|                          |     |    | PROGRAM : FTBL NIGHT IN AMERICA  |      |     |            |            |          |          |           |      |           |
|                          |     |    | CON COM1 : FTBL NIGHT IN AMERICA |      |     |            |            |          |          |           |      |           |
| 42                       |     |    | 815P-1130P                       | 30   |     | 10000.00   | 9/23       | 9/23     | 3        |           | SUN  | 3         |
|                          |     |    | PROGRAM : NBC SUN FTBL           |      |     |            |            |          |          |           |      |           |
|                          |     |    | CON COM1 : NBC SUN FTBL          |      |     |            |            |          |          |           |      |           |
| SEP/12                   |     |    | 128600.00                        |      |     |            |            |          |          |           |      |           |
| CONTRACT TOTAL 128600.00 |     |    |                                  |      |     |            |            |          |          |           |      |           |
| TOTAL SPOTS 120          |     |    |                                  |      |     |            |            |          |          |           |      |           |

OK ✓

MARKET TOTALS \$645,940 WFLA 20% WFTS 15% WTSP 34% WTVT 20% WTOG 1% WTTA 2% WMOR 1%  
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%  
 SVC- NSI  
 DEMOS- RA354 \*



American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

|                    |                               |                          |           |                    |                    |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client:            | Mitt Romney/ R/ President/ US | Submission Cost:         | 142650    | Campaign Ref:      | E:120918053        |
| Buyer:             | US                            | Client/Product/Estimate: | ././95    | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 09/17/12 to 09/30/12          | Weeks:                   | 2         | Order Ref:         | 06320038           |
| Est./PO Number:    | 06320038                      | Contract type:           | Political | Business Type:     | POLITICAL          |
| Associated Copies: | No                            |                          |           | Business Category: | Transactional      |

|              |                      |                |      |             |                          |
|--------------|----------------------|----------------|------|-------------|--------------------------|
| Product:     | Romney For President | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household        | Order:         |      |             |                          |

| Ref            | Sales Product Details             | Rev Type | Rate | Spot Type   |                         | 09/17 | 09/24 | Total | Cost |
|----------------|-----------------------------------|----------|------|-------------|-------------------------|-------|-------|-------|------|
| 1              | M-F 6a News<br>MT.....            | 03       | 700  | 30<br>Comme | Nbr of Spots            |       | 4     | 4     | 2800 |
| 2              | M-F 6a News<br>..WTF..            | 03       | 700  | 30<br>Comme | Nbr of Spots            | 6     |       | 6     | 4200 |
| 3              | M-F 7a Today Show<br>..WTF..      | 03       | 900  | 30<br>Comme | Nbr of Spots            | 6     |       | 6     | 5400 |
| 4              | M-F 7a Today Show<br>MT.....      | 03       | 900  | 30<br>Comme | Nbr of Spots            |       | 4     | 4     | 3600 |
| 5              | M-F 9a Today Show II<br>MT.....   | 03       | 550  | 30<br>Comme | Nbr of Spots            |       | 2     | 2     | 1100 |
| 6              | M-F 9a Today Show II<br>..WTF..   | 03       | 550  | 30<br>Comme | Nbr of Spots            | 3     |       | 3     | 1650 |
| 7              | M-F 12p Today Show III<br>..WTF.. | 03       | 200  | 30<br>Comme | Nbr of Spots            | 3     |       | 3     | 600  |
| 8              | M-F 12p Today Show III<br>MT..... | 03       | 200  | 30<br>Comme | Nbr of Spots            |       | 2     | 2     | 400  |
| 9              | M-F 1p Days Of Our Lives          | 03       | 400  | 30<br>Comme | Nbr of Spots            | 3     |       | 3     | 1200 |
| Weekly Totals: |                                   |          |      |             | Total Spots (Ord Spots) | 79    | 40    | 119   |      |

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|                    |                               |                          |           |                    |                    |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client:            | Mitt Romney/ R/ President/ US | Submission Cost:         | 142650    | Campaign Ref:      | E:120918053        |
| Buyer:             | ...                           | Client/Product/Estimate: | . / .95   | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 09/17/12 to 09/30/12          | Weeks:                   | 2         | Order Ref:         | 06320038           |
| Est./PO Number:    | 06320038                      | Contract type:           | Political | Business Type:     | POLITICAL          |
| Associated Copies: | No                            |                          |           | Business Category: | Transactional      |

| Ref                                   | Sales Product Details               | Rev Type | Rate | Spot Type   | 09/17        | 09/24 | Total | Cost |
|---------------------------------------|-------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 10                                    | M-F 1p Days Of Our Lives<br>MT..... | 03       | 400  | 30<br>Comme | Nbr of Spots | 2     | 2     | 800  |
| 11                                    | M-F 2p Rachael Ray<br>MT.....       | 03       | 250  | 30<br>Comme | Nbr of Spots | 2     | 2     | 500  |
| 12                                    | M-F 2p Rachael Ray<br>..WTF..       | 03       | 250  | 30<br>Comme | Nbr of Spots | 3     | 3     | 750  |
| 13                                    | M-F 3p Doctors<br>MT.....           | 03       | 450  | 30<br>Comme | Nbr of Spots | 2     | 2     | 900  |
| 14                                    | M-F 3p Doctors<br>..WTF..           | 03       | 450  | 30<br>Comme | Nbr of Spots | 3     | 3     | 1350 |
| 15                                    | M-F 5p News<br>MT.....              | 03       | 900  | 30<br>Comme | Nbr of Spots | 2     | 2     | 1800 |
| 16                                    | M-F 5p News<br>..WTF..              | 03       | 900  | 30<br>Comme | Nbr of Spots | 3     | 3     | 2700 |
| 17                                    | M-F 530p News<br>..WTF..            | 03       | 900  | 30<br>Comme | Nbr of Spots | 3     | 3     | 2700 |
| 18                                    | M-F 530p News<br>MT.....            | 03       | 900  | 30<br>Comme | Nbr of Spots | 2     | 2     | 1800 |
| 19                                    | M-F 6p News<br>..WTF..              | 03       | 1200 | 30<br>Comme | Nbr of Spots | 6     | 6     | 7200 |
| Weekly Totals: Total Spots(Ord Spots) |                                     |          |      |             | 79           | 40    | 119   |      |

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

|                    |                               |                          |           |                    |                    |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client:            | Mitt Romney/ R/ President/ US | Submission Cost:         | 142650    | Campaign Ref:      | E:120918053        |
| Buyer:             | US                            | Client/Product/Estimate: | .. / .95  | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 09/17/12 to 09/30/12          | Weeks:                   | 2         | Order Ref:         | 06320038           |
| Est./PO Number:    | 06320038                      | Contract type:           | Political | Business Type:     | POLITICAL          |
| Associated Copies: | No                            |                          |           | Business Category: | Transactional      |

| Ref                                   | Sales Product Details                             | Rev Type | Rate | Spot Type   | 09/17        | 09/24 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|------|
| 20                                    | M-F 6p News<br>MT.....                            | 03       | 1200 | 30<br>Comme | Nbr of Spots | 4     | 4     | 4800 |
| 21                                    | M-F 7p News<br>..WTF..                            | 03       | 1000 | 30<br>Comme | Nbr of Spots | 6     | 6     | 6000 |
| 22                                    | M-F 7p News<br>MT.....                            | 03       | 1000 | 30<br>Comme | Nbr of Spots | 4     | 4     | 4000 |
| 23                                    | M-F 730p Entertainment Tonight<br>..WTF..         | 03       | 1000 | 30<br>Comme | Nbr of Spots | 3     | 3     | 3000 |
| 24                                    | M-F 730p Entertainment Tonight<br>MT.....         | 03       | 1000 | 30<br>Comme | Nbr of Spots | 2     | 2     | 2000 |
| 25                                    | M-Su 11p News<br>MT.....                          | 03       | 1250 | 30<br>Comme | Nbr of Spots | 4     | 4     | 5000 |
| 26                                    | M-Su 11p News<br>..WTF..                          | 03       | 1250 | 30<br>Comme | Nbr of Spots | 6     | 6     | 7500 |
| 27                                    | M-F 1135p ET / 1035p CT Tonight Show<br>MT.....   | 03       | 650  | 30<br>Comme | Nbr of Spots | 4     | 4     | 2600 |
| 28                                    | M-F 1135p ET / 1035p CT Tonight Show<br>..WTF..   | 03       | 650  | 30<br>Comme | Nbr of Spots | 6     | 6     | 3900 |
| 29                                    | Fri 10p ET / 9p CT Dateline NBC Friday<br>....F.. | 03       | 3000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 3000 |
| Weekly Totals: Total Spots(Ord Spots) |   |          |      |             | 79           | 40    | 119   |      |

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Original

|  |  |   |
|--|--|---|
| <b>Client:</b> Mitt Romney/ R/ President/ US | <b>Submission Cost:</b> 142650             | <b>Campaign Ref:</b> E:120918053        |
| <b>Buyer:</b> US                             | <b>Client/Product/Estimate:</b> . / . / 95 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 09/17/12 to 09/30/12  | <b>Weeks:</b> 2                            | <b>Order Ref:</b> 06320038              |
| <b>Est./PO Number:</b> 06320038              | <b>Contract type:</b> Political            | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                 |  | <b>Business Category:</b> Transactional |

| Ref   | Sales Product Details                                      | Rev Type | Rate  | Spot Type   | 09/17        | 09/24 | Total | Cost  |
|---|--|----------|-------|-------------|--------------|-------|-------|-------|
| 30  | Sat 7a Today Show<br>.....S.                               | 03       | 600   | 30<br>Comme | Nbr of Spots | 2     | 2     | 1000  |
| 31  | Sat 9a News<br>.....S.                                     | 03       | 300   | 30<br>Comme | Nbr of Spots | 1     | 1     | 300   |
| 32  | Sat 6p News<br>.....S.                                     | 03       | 700   | 30<br>Comme | Nbr of Spots | 1     | 1     | 700   |
| 33  | Sun 8a Today Show<br>.....S.                               | 03       | 500   | 30<br>Comme | Nbr of Spots | 1     | 1     | 500   |
| 34  | Sun 9a News<br>.....S.                                     | 03       | 300   | 30<br>Comme | Nbr of Spots | 1     | 1     | 300   |
| 35  | Sun 6p News<br>.....S.                                     | 03       | 750   | 30<br>Comme | Nbr of Spots | 1     | 1     | 750   |
| 36  | Sun 815p ET / 715p CT NBC Sunday Night Football<br>.....S. | 03       | 10000 | 30<br>Comme | Nbr of Spots | 3     | 3     | 30000 |
| 37  | Sat Notre Dame Prime<br>.....S.                            | 03       | 1350  | 30<br>Comme | Nbr of Spots | 3     | 3     | 4050  |
| 38  | Sat 630p ET / 530p CT NBC Nightly News<br>.....S.          | 01       | 5000  | 30<br>Comme | Nbr of Spots | 1     | 1     | 5000  |
| 39  | Sun 10a Meet The Press<br>.....S.                          | 01       | 5000  | 30<br>Comme | Nbr of Spots | 1     | 1     | 5000  |
| <b>Weekly Totals: Total Spots (Ord Spots)</b> |  |          |       |             | 79           | 40    | 119   |       |

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Original

|                                       |                                     |                                  |
|---------------------------------------|-------------------------------------|----------------------------------|
| Client: Mitt Romney/ R/ President/ US | Submission Cost: 142650             | Campaign Ref: E:120918053        |
| Buyer: ..                             | Client/Product/Estimate: . / . / 95 | Sales Rep: HRP Washington, DC    |
| Schedule Dates: 09/17/12 to 09/30/12  | Weeks: 2                            | Order Ref: 06320038              |
| Est/PO Number: 06320038               | Contract type: Political            | Business Type: POLITICAL         |
| Associated Copies: No                 |                                     | Business Category: Transactional |

| Ref                                   | Sales Product Details                                 | Rev Type | Rate | Spot Type   | 09/17        | 09/24 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|------|
| 40                                    | Sun 630p ET / 530p CT NBC Nightly News<br>.....S      | 01       | 5000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 5000 |
| 41                                    | Sun 7p ET / 6p CT Football Night In America<br>.....S | 03       | 3400 | 30<br>Comme | Nbr of Spots | 2     | 2     | 6800 |
| Weekly Totals: Total Spots(Ord Spots) |   |          |      |             | 79           | 40    | 119   |      |

| Grand Totals |       |        |  | Month 9 Weeks: 5 |       |
|--------------|-------|--------|--|------------------|-------|
|              |       | 09/17  |  | 09/24            |       |
| Totals       | Spots | 119    |  | 79               | 40    |
|              | Cost  | 142650 |  | 110650           | 32100 |

|               |              |            |
|---------------|--------------|------------|
| Grand Totals: | Spots:       | 119        |
|               | Gross Total: | 142,650.00 |
|               | Commission:  | 21,397.50  |
|               | Net Total:   | 121,252.50 |